

Placemaking Through Innovation Districts: A Johns Hopkins Perspective

June 23, 2016

- Two Main Topics:

- MACRO: Innovation drivers

- MICRO: Placemaking drivers

PART B.
MICRO:
PLACEMAKING DRIVERS

7. Urban Mixed-Use Retail District Placemaking

Hopkins & Charles Village: Charles Village – The Hopkins Block and Non-Hopkins Blocks - 2004



Charles Village Case Study:

Stage 1: New Building Blocks

The Big Picture:

- Vision
- Planning
- Execution

The Vision

- John Latting (sp):
 - “ Make Crossing Charles Street a Positive Experience” (2004)
- Retail District Comps:
 - Faneuil Hall and Quincy Market (1976)
- University Retail District Comps:
 - Harvard Square, Cambridge, MA
 - Chapel Square, New Haven, CT
 - Thayer Street, Providence, RI
 - Samson Commons, U Penn, Philadelphia
 - Nassau Street, Princeton, NJ
- Local Retail District Comps:
 - Bethesda Row, Bethesda, MD
 - Shirlington Village, Alexandria, VA

The Plan

- A New “College Town” for Charles Village
 - Expanded JHU Upperclass Residential Precinct
 - Enhanced Charles Village Retail District

- Three Building Blocks and Connective Tissue
 - Block #1: Charles Commons
 - Block #2: East Side of 3200 St Paul Street Block
 - Block #3 : West Side of 3200 St Paul Street Block
 - Connective Tissue:
 - New Traffic Planning for 33rd and St Paul: Slow Down for Pedestrian Safety and Retail
 - New Streetscape for Placemaking

- Charles Village PUD Amendments (2002-2006)
 - New Massing Plans for the Three New Blocks et al
 - New Permitted Uses for the Three New Blocks

Hopkins & Charles Village: The Process, Stage 1

Urban Design: Massing Model – Prior PUD Massing



Hopkins & Charles Village: The Process, Stage 1

Urban Design Massing Model: Approved PUD Massing Changes



Hopkins & Charles Village: Existing Conditions

The Hopkins Charles Commons Block - BEFORE



Hopkins & Charles Village: Hopkins Charles Commons - AFTER



Hopkins & Charles Village:

Hopkins Bookstore:



Hopkins & Charles Village: Existing Conditions

3200 St Paul East Side Block - BEFORE





Hopkins & Charles Village: 3200 St Paul Block – EAST SIDE- AFTER

Retail Tenants: Chipotle, Starbucks, Cold Stone Creamery & More



Hopkins & Charles Village: Existing Conditions

3200 St Paul West Block



Hopkins & Charles Village: Existing Conditions

3200 St Paul West Side Block



3200 St Paul Block West Side - After

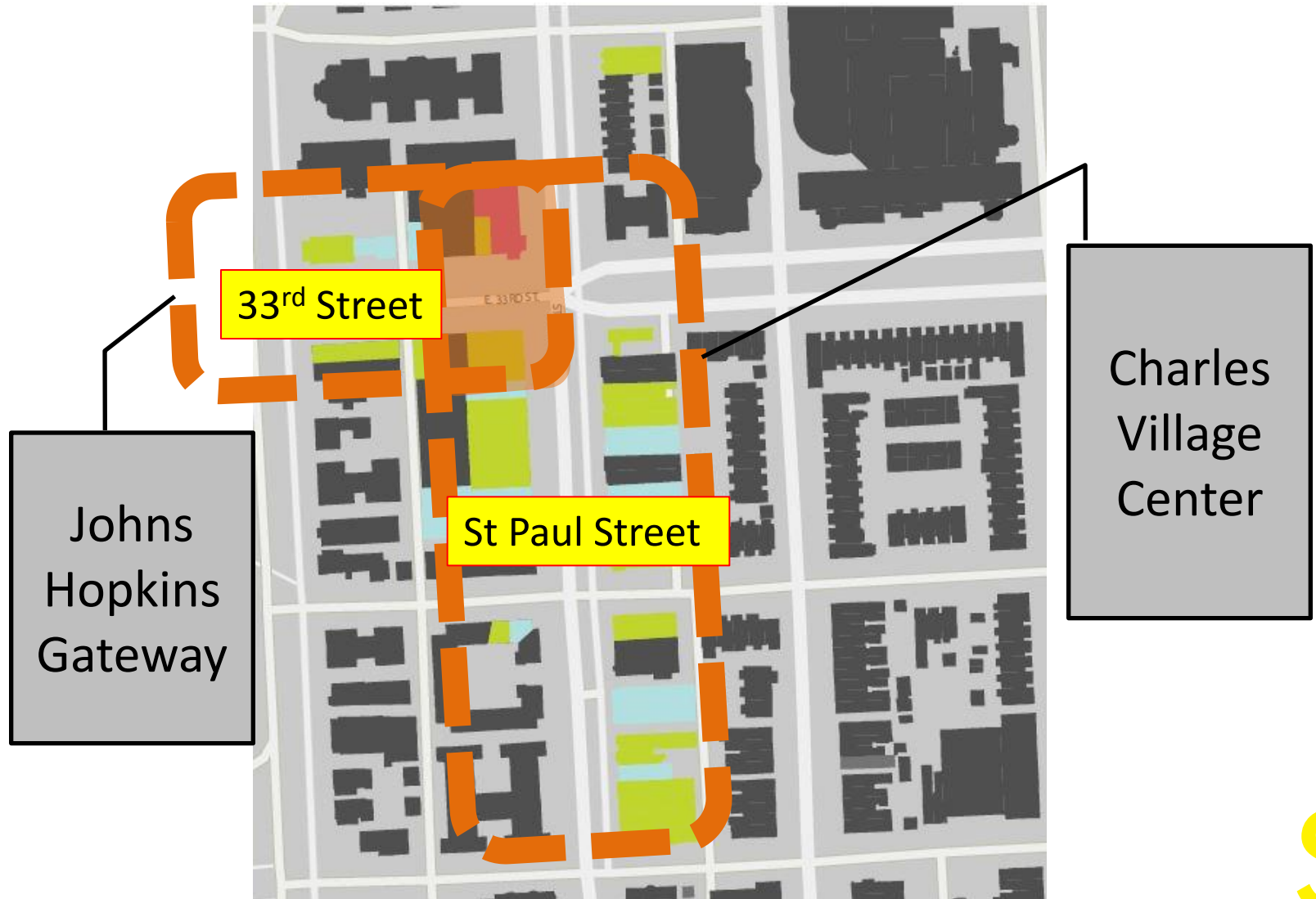


Charles Village Case Study:

Stage 2: Placemaking

Retail and Transportation Master Plan

VISION THINKING 2015: Charles Village Retail District



VISION THINKING 2015: Streets and Streetscape

CRITICAL THOUGHTS:

- ☐ TWO-WAY TRAFFIC
- ☐ HIGH QUALITY STREETSCAPE COMPONENTS
- ☐ MAINTAIN STREET PARKING FOR RETAILERS
- ☐ WELL-DESIGNED STOREFRONTS
- ☐ UNIFORM STREETS AND STEETSCAPE ACROSS DISTRICT

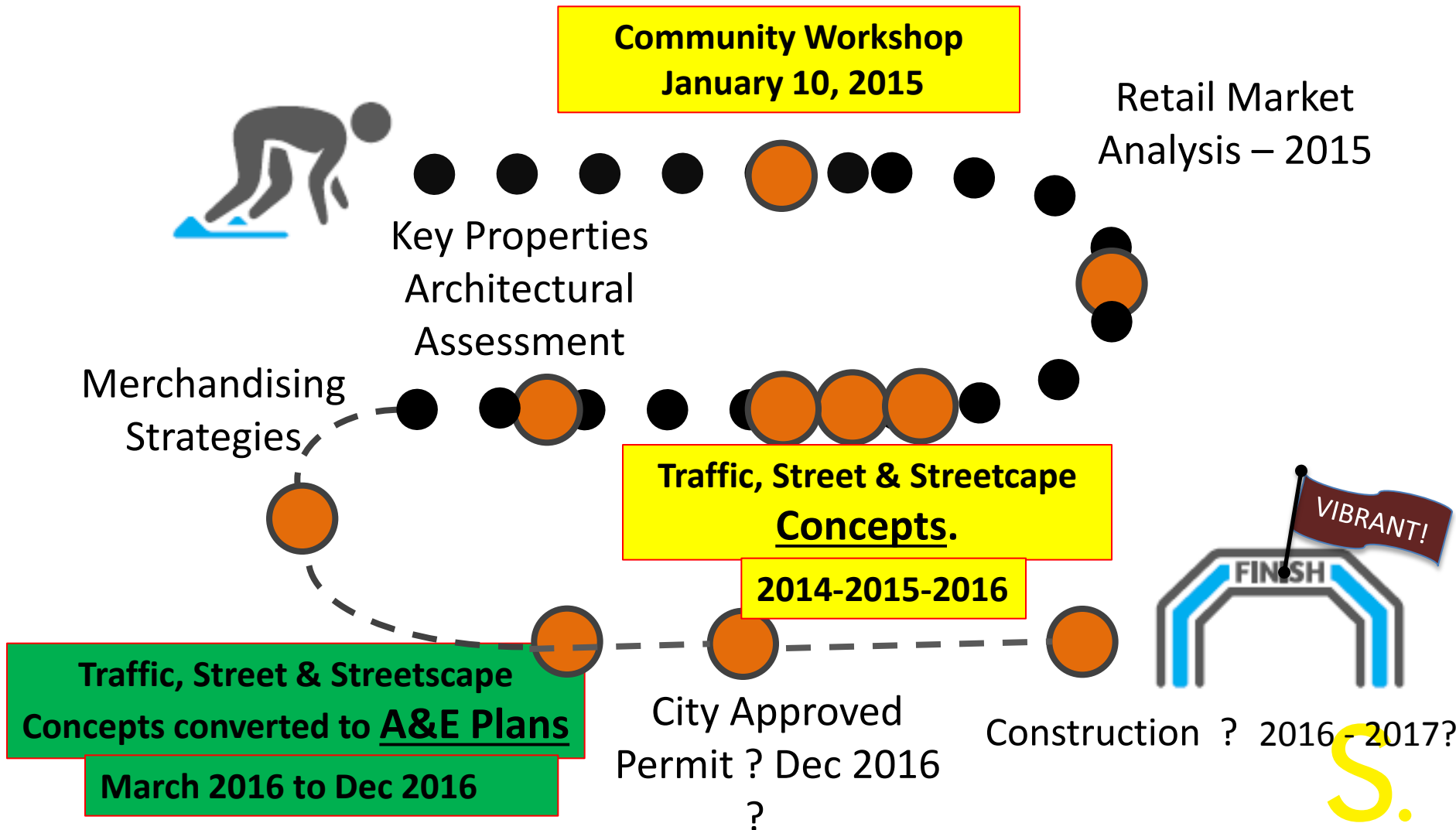
VISION THINKING 2015: High Quality Streetscape



Overview of the Process

- Step 1: **Planning Stage**
 - Vision
 - Concepts
 - Plans
- Step 2: **Construction Stage**
 - Permits
 - Construction Funding
 - Construction
- Step 3: **Operations Stage**
 - Operations Funding
 - Property Management
 - Special Events (Holidays etc.)

WHERE ARE WE NOW ?



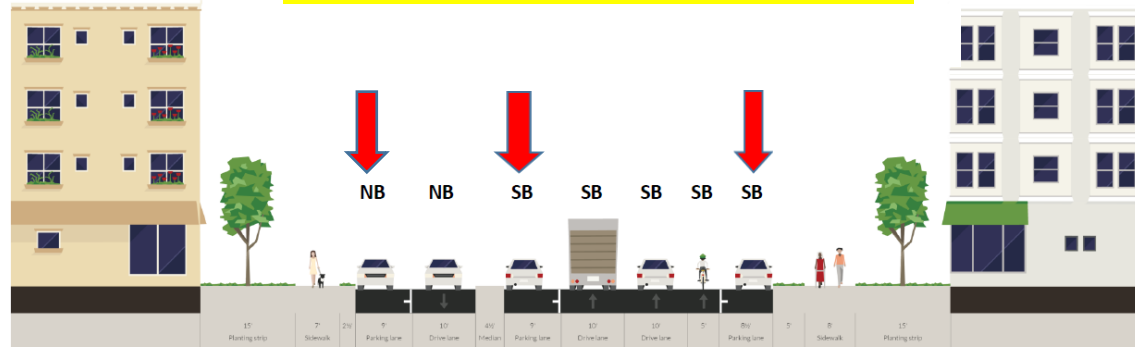
Charles Village Street Design and Parking Concepts

Charles Village Retail District: Traffic Lanes and Street Parking

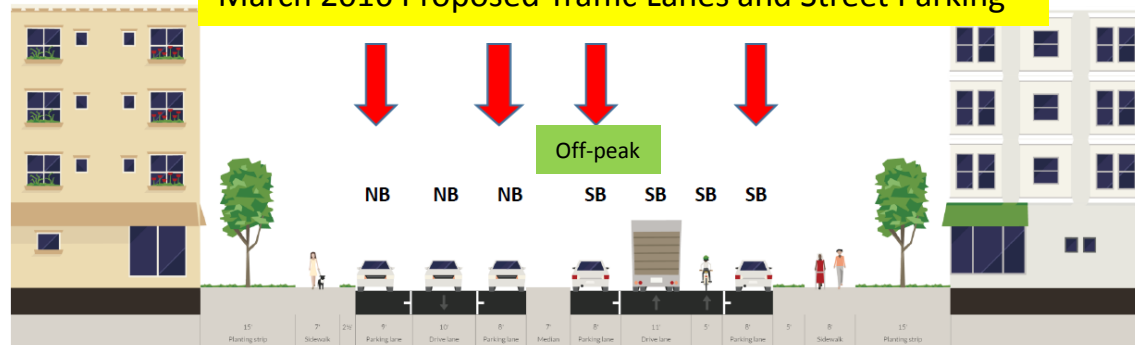
Current &
March
2016
Proposed
Traffic
and
Street
Parking
Lanes

St Paul Street 3100 and 3200 Blocks

Current Traffic Lanes and Street Parking



March 2016 Proposed Traffic Lanes and Street Parking



Key:  = Street Curbside Parking Lanes

Review of Parking Space Counts: St Paul 3100 and 3200 Blocks Today and March 2016 Plan

Current Parking Space Count:

Total Current Street Parking Spaces 79

March 2016 Plan Parking Space Count:

- Total Street Parking Spaces without off-peak: 82
- Total Street Parking Spaces with off-peak: 110

Charles Village Streetscape Planning Concepts

charles village streetscape

Concept Plans **2016** – Streets and Streetscape



March 2016

St. Paul Street & 33rd Street – Looking West

Concept Plans **2016** – Streets and

Streetscape



March 2016

North Charles Street & 33rd Street – Looking East

Concept Plans **2016**: Streets and Streetscape



March 2016

St. Paul Street and 33rd Street – Looking South

Concept Plan 2016: Streets and Streetscape

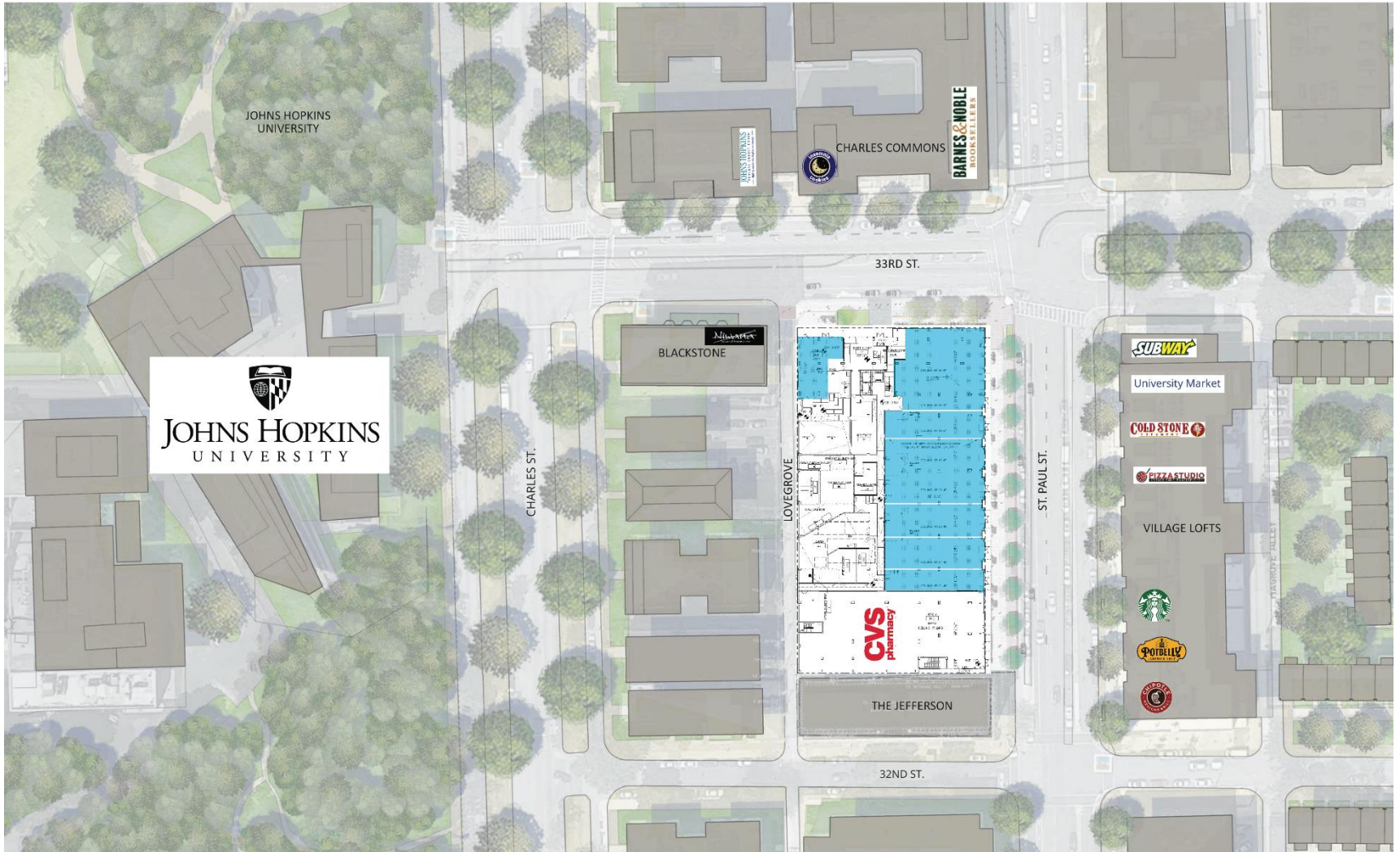


St. Paul Street – 3100 Block Sidewalk – Looking North

March 2016

Charles Village: Key Retail Concepts

Charles Village Retail: 75,000 sf



Key Retail Placemaking Objectives

1. Understand and Meet the Market (i.e. research)
2. Safe
3. Convenient
4. Fun
5. Exciting
6. Easy to Park

Key Retail Tactics

- 1. Adequate Parking
 - Metered Street Parking for Customers not Retail Employees
 - Garage parking for residents, customers and employees
 - Adequate bike parking
- 2. Storefront Design, Signage and Lighting
 - Attentive to Customer Service Zone (3' perimeter in and out)
 - Storefront lighting until midnight
 - eliminate dark zones
- 3. Market Drive Merchandising Mix
 - Understand and respond to market

Key Retail Merchant Characteristics

- Baltimore Based (not national chains)
- Quality Food, preferably with a great Baltimore chef
- Menu Price points appropriate for the Charles Village retail market
- Full Table Service, not just self-pick-up counter service
- Alcohol offerings, both craft beers and hard liquor, but with a focus on food not drinking; no kegs to be offered
- Authentic well designed interior environment, preferably with a hip atmosphere
- Two part lunch and dinner food offerings, including late night dining; no need for a breakfast offering;
- Positioned to meet the multiple demographics of the primary and secondary Charles Village retail market customer base
- Other: music, entertainment, book readings or speaker series

Discussion